

**RECORD OF PERFORMANCE QUALIFICATIONS**  
**PA**

**INSTRUCTIONS**

Record of Performance Qualifications shall be completed for enlisted personnel of the Coast Guard as outlined in the Enlisted Performance Qualifications Manual, COMDTINST M1414.8 (series). Personnel are required to demonstrate proficiency in all performance qualifications for higher pay grades. As proficiency in each performance qualification is demonstrated by actually performing the task listed, the DATE and INITIALS column shall be completed. Some enlisted performance qualifications include Supervisory Guidelines (SupGuide), which will assist in clarifying the intent and proper execution of the task that is to be performed. Personnel are reminded that, although demonstration of proficiency in new performance qualifications at or below their current pay grade is not required, they will be held responsible for those qualifications in future Service Wide Examinations. It is the member's responsibility to be proficient in all currently published performance qualifications, up to and including those of their present pay grade, for their specific rating.

Reference material is made available through the U.S. Coast Guard Directives System Intranet site accessible at <http://cgweb.uscg.mil/g-c/g-ccs/g-cit/g-cim/directives/welcome.htm>, U.S. Coast Guard Directives System Internet site accessible at <http://www.uscg.mil/ccs/cit/cim/directives/welcome.htm>, your unit administrative library, or from other government sources. A listing of reference material (hyperlinks provided where available) is located at the end of this Tab.

**RATING**

PUBLIC AFFAIRS SPECIALIST (Effective for the MAY 2005 Active Duty and the OCT 2005 Reserve SWE)

**ABBREVIATION**

PA

**DATE COMPLETED ALL PERFORMANCE QUALIFICATIONS FOR RATE LEVEL**

**E-4**

**E-5**

**E-6**

**E-7**

**E-8**

**E-9**

**NAME** (Last, First, Middle Initial)

**EMPLID NUMBER**

**SIGNATURE OF SUPERVISOR**

[illegible]

REMARKS

RATING: PUBLIC AFFAIRS SPECIALIST	INIT	DATE
<p><b>A. PUBLIC AFFAIRS</b></p> <p><b>4.A.01 Draft</b> a news release applying Coast Guard requirements for Security, Accuracy, Propriety and Policy (SAPP) IAW the Associated Press Style Guide and the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p><b>4.A.02 Perform</b> an on-camera media interview IAW the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p><b>SupGuide:</b> Under simulated conditions member will be interviewed, answering questions while incorporating command messages.</p> <p><b>4.A.03 Develop</b> responses to media queries IAW the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p><b>5.A.01 Facilitate</b> a media visit as a Public Affairs escort IAW the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p><b>5.A.02 Prepare</b> a Coast Guard spokesperson for a news media interview IAW the Public Affairs Manual, COMDTINST M5728.2 (series), the National Response Team Joint Information Center Manual, "Online Deadline: Managing Media Relations" by Carole M. Howard and Wilma K. Mathews and the University of California at Irvine "Meet the Media" on-line guide available: <a href="http://today.uci.edu/resources/meet_the_media.asp">http://today.uci.edu/resources/meet_the_media.asp</a></p> <p><b>5.A.03 Perform</b> on camera media interviews IAW the Public Affairs Manual, COMDTINST M5728.2 (series), "Online Deadline: Managing Media Relations" by Carole M. Howard and Wilma K. Mathews, and the University of California at Irvine "Meet the Media" on-line guide available: <a href="http://today.uci.edu/resources/meet_the_media.asp">http://today.uci.edu/resources/meet_the_media.asp</a></p> <p><b>5.A.04 Administer</b> a speaker's bureau IAW the Public Affairs Manual, COMDTINST M5728.2 (series) and U. S. Navy Journalist Advanced Non-Resident Training Course NAVEDTRA 14335.</p> <p><b>5.A.05 Arrange</b> media visits to Coast Guard units IAW the Public Affairs Manual, COMDTINST M5728.2 (series) and Unit SOP.</p> <p><b>5.A.06 Coordinate</b> requests for CG participation in community events IAW the Public Affairs Manual, COMDTINST M5728.2 (series).</p>		
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<p><b>5.A.07 Develop</b> public affairs guidance to include the following IAW the Public Affairs Manual, COMDTINST M5728.2 (series) and the National Response Team Joint Information Center Manual.</p> <ul style="list-style-type: none"> <li>• Talking Points</li> <li>• Command Messages</li> <li>• Background Information</li> <li>• Questions and Answers</li> </ul> <p><b>5.A.08 Assemble</b> a media press pack including news releases, background material, biographies, graphics, photos, video footage and maps IAW Industry Standards.</p> <p><b>5.A.09 Establish</b> a media response center IAW the Public Affairs Manual, COMDTINST M5728.2 (series) and the National Response Team Joint Information Center Manual.</p> <p><b>SupGuide:</b> Member will determine public affairs response resources required for an on scene event/incident.</p> <p><b>5.A.10 Guide</b> unit commands regarding Coast Guard incidents or issues. IAW Public Affairs Manual, COMDTINST M5728.2 (series) and District/Area SOP.</p> <p><b>5.A.11 Coordinate</b> a media production project IAW the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p><b>SupGuide:</b> Member will serve as liaison, schedule, enforce ground rules, escort, arrange assets and spokespersons, etc. for the duration of the project.</p> <p><b>6.A.01 Release</b> information in coordination with federal, state, and local agencies IAW the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p><b>6.A.02 Coordinate</b> news briefings IAW the Public Affairs Manual, COMDTINST M5728.2 (series).</p> <p><b>6.A.03 Arrange</b> a press pool IAW Public Affairs Manual, COMDTINST M5728.2 (series).</p>		
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<p><b>7.A.01 Perform</b> the duties of Assistant Information Officer in a Joint Information Center (JIC) IAW the National Response Team Joint Information Center Manual.</p> <p><b>SupGuide:</b> Member can complete this performance by participating as an Assistant Information Officer in an actual response or simulated exercise.</p> <p><b>7.A.02 Coordinate</b> news conferences IAW the Public Affairs Manual, COMDTINST M5728.2 (series) and the National Response Team Joint Information Center Manual.</p> <p><b>7.A.03 Assess</b> Coast Guard related media coverage IAW the Public Affairs Manual, COMDTINST M5728.2 (series) and the National Response Team Joint Information Center Manual.</p> <p><b>SupGuide:</b> Member will compile results, identify trends, determine effectiveness and brief personnel.</p> <p><b>B. WRITING</b></p> <p><b>4.B.01 Write</b> a news release in inverted pyramid format IAW the Associated Press Style Guide.</p> <p><b>4.B.02 Write</b> a news story in inverted pyramid format based on three of the following IAW the Associated Press Style Guide.</p> <ul style="list-style-type: none"> <li>• Coast Guard Message</li> <li>• Coast Guard Report</li> <li>• Coast Guard Directive</li> <li>• Interviews</li> <li>• Other written material</li> </ul> <p><b>4.B.03 Write</b> the following IAW the Public Affairs Manual, COMDTINST M5728.2 and the Associated Press Style Guide.</p> <ul style="list-style-type: none"> <li>• Feature story</li> <li>• Photo Feature</li> <li>• Captions</li> </ul>		
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<p><b>5.B.01 Market</b> the following to internal and external media outlets IAW Industry Standards.</p> <ul style="list-style-type: none"> <li>• News Release</li> <li>• Feature Story</li> <li>• Media Advisory</li> </ul> <p><b>SupGuide:</b> Member will determine specific markets for the release.</p> <p><b>5.B.02 Localize</b> Department of Homeland Security or Coast Guard published information IAW the U.S. Navy Journalist Basic Non-Resident Training Course NAVEDTRA 14321.</p> <p><b>C. WEB-BASED SKILLS</b></p> <p><b>5.C.01 Format</b> news releases, photos, and other publicly releasable information for a Coast Guard Web site IAW the Public Affairs Manual, COMDTINST M5728.2 (series); Use and Management of Coast Guard Internet and Intranet Web Sites, Content and Access, COMDTINST 5230.62 (series); and the Federal Communicators Network Communicators Guide.</p> <p><b>D. IMAGERY</b></p> <p><b>4.D.01 Shoot</b> photographs using available light and flash IAW Visual Impact in Print, Gerald D. Hurley and Angus McDougall; Photojournalism: Content and Technique, Greg Lewis; and the Nikon D-1H Operators Manual.</p> <p><b>4.D.02 Enhance</b> photos using imaging software IAW DOD Directive 5040.5, Alteration of Official DOD Imagery and Industry Standards.</p> <p><b>5.D.01 Maintain</b> photographic and audiovisual equipment IAW Manufacturer Guidelines, “The Little Digital Video Book” by Michael Rubin and “Digital Photography for Dummies” by Julie Adair King.</p> <p><b>5.D.02 Document</b> Coast Guard operations using a video camera IAW the Public Affairs Manual, COMDTINST M5728.2 (series) and “The Little Digital Video Book” by Michael Rubin.</p>		
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<p><b>5.D.03 Release</b> Coast Guard operational video and still images to media IAW the Public Affairs Manual, COMDTINST M5728.2 (series), “The Little Digital Video Book” by Michael Rubin, “Digital Photography for Dummies” by Julie Adair King and U.S. Navy Journalist Basic Non-Resident Training Course NAVEDTRA 14321.</p> <p><b>SupGuide:</b> Member will follow Security, Accuracy, Propriety and Policy (SAPP) procedures.</p> <p><b>E. EDITING AND LAYOUT</b></p> <p><b>4.E.01 Edit</b> material for grammar, spelling, punctuation, construction, and style IAW the Associated Press Style Guide.</p> <p><b>6.E.01 Create</b> page layouts for publication using desktop publishing software IAW Industry Standards, including the Guide to QuarkXpress.</p> <p><b>F. ADMININSTRATIVE AND CLERICAL</b></p> <p><b>6.F.01 Conduct</b> public affairs training for units within your area of responsibility IAW the Public Affairs Manual, COMDTINST 5728.2 (series).</p> <p><b>7.F.01 Manage</b> public affairs training programs for units within your area of responsibility IAW the Public Affairs Manual, COMDTINST 5728.2 (series).</p> <p><b>7.F.02 Develop</b> a communication plan for a public affairs event or issue IAW the District/Area SOP.</p> <p><b>7.F.03 Update</b> public affairs annex of the unit SOP IAW the Public Affairs Manual, COMDTINST 5728.2 (series).</p>		
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<p><b>Glossary</b></p> <p><b>Administer</b> - manage or direct execution, conduct or application of</p> <p><b>Arrange</b> - put in order; systematically make preparations for</p> <p><b>Assemble</b> - gather together into a group; put or fit together</p> <p><b>Assess</b> - determine the importance of; estimate value and extent of conduct - lead, control; direct</p> <p><b>Coordinate</b> - bring into a common action, movement, or condition</p> <p><b>Create</b> - bring into being</p> <p><b>Develop</b> - bring into activity or reality; treat films or plates to make a picture visible</p> <p><b>Document</b> – to record accurate and precise information in order to preserve historical data.</p> <p><b>Draft</b> - make a preliminary sketch or composition of</p> <p><b>Edit</b> - revise or make ready for publication</p> <p><b>Enhance</b> – augment, improve, add to</p> <p><b>Establish</b> - bring into existence</p> <p><b>Facilitate</b> – make possible, help, assist</p> <p><b>Format</b> – to produce a document or electronic report in a specified form or style</p> <p><b>Guide</b> – direct</p> <p><b>Localize</b> - limit or confine to a place, area, locality</p> <p><b>Locate</b> - search for and discover the position of</p> <p><b>Maintain</b> – to preserve, fix, or keep in good repair; hold or keep in a state or condition</p> <p><b>Manage</b> - control, guide, direct, or administer</p>		
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<p><b>Market</b> - business of buying and selling a product or concept (as in marketing a story idea to the news media)</p> <p><b>Perform</b> - carry out an action; do</p> <p><b>Prepare</b> - make ready, put into a state for use or application</p> <p><b>Release</b> - let go; set free from configuration or condition</p> <p><b>Shoot</b> - record on film, video, or digital imaging equipment</p> <p><b>Update</b> - to bring up to date or make current; Change existing information and records to accurately align them with correct or most recent data</p> <p><b>Write</b> – compose</p> <p><b>REFERENCE MATERIAL (hyperlinks provided where available)</b></p> <p>Associated Press Style Guide</p> <p>District/Area SOP</p> <p>Alteration of Official DOD Imagery and Industry Standards, DOD Directive 5040.5</p> <p><a href="#">Federal Communicators Network Communicators Guide</a></p> <p><a href="#">National Response Team Joint Information Center Manual</a></p> <p>“Photojournalism: Content and Technique” by Greg Lewis</p> <p>Public Affairs Manual, <a href="#">COMDTINST M5728.2</a> (series)</p> <p>The Nikon D-1H Operators Manual</p> <p>Use and Management of Coast Guard Internet and Intranet Web Sites, Content and Access, <a href="#">COMDTINST 5230.62</a></p> <p>“Visual Impact in Print” by Gerald D. Hurley and Angus McDougall</p>		
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<p><b>REFERENCE MATERIAL (cont'd)</b></p> <p>"On Deadline: Managing Media Relations" by Carole M. Howard and Wilma K. Mathews</p> <p>University of California at Irvine "Meet the Media" on-line guide,  <a href="http://today.uci.edu/resources/meet_the_media.asp">http://today.uci.edu/resources/meet_the_media.asp</a></p> <p>"Communicate with Power: Encountering the Media" by Barry McLoughlin Associates, Inc.</p> <p>U.S. Navy Journalist Basic Non-Resident Training Course, NAVEDTRA 14321,  <a href="https://www.advancement.cnet.navy.mil/">https://www.advancement.cnet.navy.mil/</a></p> <p>U.S. Navy Journalist Advanced Non-Resident Training Course, NAVEDTRA 14335, <a href="https://www.advancement.cnet.navy.mil/">https://www.advancement.cnet.navy.mil/</a></p> <p>U.S. Army Soldier's Manual and Trainer's Guide, MOS 46Q: Print Journalist</p> <p>The Publicity Handbook, David R. Yale</p> <p>Sony Digital Video Camera Recorder DCR-TRV950 User's Manual</p> <p>"The Little Digital Video Book" by Michael Rubin</p> <p>"Digital Video for Dummies" by Martin Doucette</p> <p>"Digital Photography for Dummies" by Julie Adair King</p> <p>"Photojournalism: The Professionals' Approach" by Kenneth Kobre</p> <p>Guide to QuarkXpress</p> <p>Adobe Pagemaker User's Manual</p> <p><b>END</b></p>		
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